

PLAIN TALKS

March 1989

Volume 68 Number 3

“We will win or
lose together ... we
plan to win.”

— Marketing

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Scott Harper



Jill Street, museum curator, Beaumont, tells a group of Beaumont second graders about Nipper the RCA dog in the Edison Plaza Museum lobby while being recorded for a "Voice of America" feature story. For more on the international broadcast, see page 8.

(About the cover). An everchanging utility industry requires Gulf States to be responsive with marketing strategies. New marketing plans such as Reddy Referrals Pay are based on the corporatwide attitude, "Marketing is the whole company." See pages 6-7 for more about the 1989 marketing message.

PLAIN TALKS

March 1989

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Employees who change residences or offices should fill out company mailing-address-forms (GSU0012-00-81) and return them to the mailroom in the Edison Plaza. GSU publications, departmental mailings and other company information are not automatically forwarded; addresses must be corrected when employees move.



MAILBOX

The system worked

John Holmes, senior financial analyst, Beaumont, received this letter from Donald Stites, Cincinnati, Ohio:

"My wife owned a Gulf States bond which matured on 1/1/89. In accordance with your instructions, the bond was sent to Manufacturers Hanover and payment was received ... That is precisely the way the system should work. Your original notification contained simple instructions and all the forms necessary to submit the bond for payment ... Your handling ... is greatly appreciated. Thank you again for your efficiency and integrity."

Good impression

Conroe customer Robert Acrey writes to thank **Bernard Redeo**, serviceman-1st class, Conroe, for his assistance in getting electricity restored.

Acrey and his wife had returned home after an out-of-town trip to find their electricity off. Within 15 minutes of arrival, Redeo had their power restored.

"This young man certainly made an impression on me. He was knowledgeable about his job and very nice and I want to pass along this information because I think he should have some recognition."

Holiday generosity

"We would like to thank you so very much for your generosity and much needed help with the Adopt-a-Family program, writes **Sue Pate**, director of public affairs for The Attorney General of Texas to Edison Plaza employees.

"It is so good to realize that all those families that we helped had a better Christmas, and I know it was gratifying to you knowing that you were responsible for making their lives happier at a time like Christmas."

Holy gas lines

"Thank you for sending your men to scout out our gas leak problems," writes **Charles Gwaltrey**, director of ministries, First Baptist Church, Baton Rouge, La., to **Carl Varnado**, Baton Rouge meter and regulator foreman.

"I stayed with them throughout the investigation and am satisfied that they discovered the leaks. Your men were courteous and patient and represented your company well. Thanks a million for your personal interest."

Help from Project Care

Constance Darbonne, director, and **Cynthia Naylor**, hospice nurse, Home Health Agency of Southwest Louisiana, Lake Charles, La., write **Clyde Mitchell**, customer affairs coordinator, Lake Charles, in appreciation of Project Care assistance given to one of their hospice patients:

"Their limited income is stretched beyond the limits, and the air conditioner has not been used because of it. You have helped lessen the mental pain the family feels when bills are mounting. Thank you for making a difference. Hospice in the Lake Charles area is successful in meeting the needs of terminal patients because of community support shown by GSU and its caring staff."

Outstanding resource

Skip Smart, executive director, Livingston Economic Development Council Inc., Denham Springs, La., writes **Jim Moss**, vice president-marketing, Beaumont, about a recent visit to the GSU Data Center:

"The center is an outstanding resource for marketing and economic development. I will certainly use this tool to assist in diversifying our economy and creating jobs in Livingston Parish. **Tom Clark** and **John Bordelon** both spent a good part of their busy day with me. They were most helpful and informative."

Clark, economic development research analyst, and **Bordelon**, administrator-community development, are both in Beaumont.

Heartfelt thanks

Dr. Linn Draper, GSU chairman and president, received this thank you letter from **Paula O'Neal**, executive director of Some Other Place, an ecumenical mission in Beaumont:

"It is with great pleasure that I write you this letter commending Gulf States Utilities and its employees for their service to our community during the past holiday season ... For the past several years, employees of Gulf States have chosen to help the needy of our community during the holiday season in lieu of traditional office Christmas parties and giving ... It has truly been heartrendering to us to see the involvement of your employees ... Their compassion touches us all ... I would greatly appreciate your sharing our heartfelt thanks to all of your employees."

Stars in kids' eyes

"You have created a beautiful tradition at Huguen for children who cannot go home for Christmas," writes **Dorothy Garry**, principal, Huguen Center for Physically Handicapped Children, Port Arthur, to **Teresa George**, PBX operator, Port Arthur.

"We know that Christmas at Huguen will be a treasured memory for the lifetime of each child for whom you make Christmas a time of wonder and excitement. Thank you, Teresa, and all the many people who helped put stars in our children's eyes on Christmas morning."



Left to right, Sue Simon, senior energy auditor Port Arthur; Maribel; George and Ralph at the Huguen Center.



U.S. SAVINGS BONDS

THE GREAT AMERICAN INVESTMENT

by Robert Adams

Shuffling through a stack of just-delivered mail, Ted walked past his six-year-old daughter and three-year-old son as they played loudly together, building and demolishing a tower of wooden blocks. He laid aside two familiar envelopes without opening them. He knew they held the two Savings Bonds he bought each month, saving for his kids' college expenses. He glanced at the children, thinking how soon those days would come.

Do you buy U. S. Savings Bonds? Perhaps you have children and plan to finance their education with Bonds, like Ted in the above scenario. Steve Burton does. Burton, manager - accounting, budgeting and control, Beaumont, buys two Bonds each month, to use when his children begin to earn their degrees. He explains his reasons succinctly: "Reasonable interest rates and no risk - I know the money will be there."

Indeed, safety and competitive interest rates are two of Savings Bonds' major selling points. Savings Bonds are backed by the full faith and credit of the United States. They can be replaced, free of charge, if lost, stolen or destroyed.

Currently, the U. S. government makes two Savings Bonds available. A Series EE Bond matures in 12 years and pays all interest when redeemed. Its purchase price is 50

percent of its face amount. A Series HH Bond is available in exchange for Series E/EE and/or U. S. Savings Notes (Freedom Shares) with a total redemption value of \$500 or more. Series HH Bonds pay interest semi-annually.

Series EE Bonds earn interest based on the performance of five-year Treasury securities, resulting in an interest rate comparable to other investment alternatives. Yet, they will earn no less than the minimum rate set at the time of purchase, if held five years or longer, no matter how low the market rates go. The current minimum rate is 6 percent.

"It's an easy way to save. I don't miss that little bit out of my check."

Mark Bailey
Substation Mechanic-1st class

Billy Mitchell, T&D apprentice, Beaumont, has bought Bonds for about two years. He plans to use them to send his two-year old son to college and echoes Burton's reasons. "They are safe. You can't lose your money," he says.

Bonds carry other advantages as well. They are exempt from state and local income taxes. Federal income tax reporting may be

deferred until a Bond is cashed or reaches maturity.

Another way to reduce income tax liability while building a college fund is to register a Bond in the name of a child, with a parent as beneficiary. A child may earn up to \$500 in interest income each year, tax free. The next \$500 of a child's unearned income is taxed at the child's rate, not the parents'.

Exchanging EE Bonds at maturity for HH Bonds further defers paying tax on the interest earned on the EE Bond. HH Bonds pay interest by check every six months at a level 6 percent per year.

Mark Bailey, substation mechanic-1st class, Baton Rouge, plans to use Bonds for a different purpose than education. He participates in a credit union and the Thrift Plan, and buys Bonds because they are a "good, secure way to save." He plans to let the Bonds mature as a source of cash later in life. "It's an easy way to save. I don't miss that little bit out of my check," he says of the Payroll Savings Plan.

The Payroll Savings Plan allows employees to buy Series EE Savings Bonds through payroll deductions of as little as \$5 per month. Denominations range from \$100 to \$10,000. There is never a fee to buy or redeem a Bond.

Yvonne Kennedy, senior billing clerk, Beaumont, also buys Bonds

"I buy three bonds a month, one for each of my grandchildren. I plan to give them one a month as long as they pursue a worthwhile endeavor ..."

*Jim Johnson
Manager-Materials Management*

for retirement. She has participated for about two years and says it is pretty easy to save using payroll deduction. "I don't see the money so I don't miss it. If I had it in my hand, I would probably spend it," she adds.

Tommie Haley, T&D meterman-1st class, Conroe, participates in the Thrift Plan and buys Bonds for retirement. "At first, I thought it would be a struggle, but now I don't miss the money that's taken out."

A bondholder earns more interest the longer he or she holds a Bond. However, Bonds make a good source of ready cash for emergency needs. They can be cashed without penalty six months after purchase.

Philbert Lalonde, division substation operator, Port Arthur, buys Bonds as a long-term investment. He has participated for about four years. He also buys stock through the Thrift Plan. He considers Bonds a good investment because "you know you'll get your money. And when they send me the Bond, I can cash it in if I need to." He used some of his Bonds this past Christmas.

For some people, buying Bonds along with participation in the Thrift Plan may be a viable option. The Thrift Plan 401(k) is designed for retirement savings, with limited, penalized early withdrawal rights. Bonds provide money needs

before and after retirement age.

Jim Johnson, manager - materials management, Beaumont, buys Bonds as gifts. "I buy three Bonds a month, one for each of my grandchildren. I plan to give them one a month as long as they pursue a worthwhile endeavor, such as college, trade school or employment." Johnson himself has benefited from Bonds, using them to go to college and to buy a house.

Series EE Bonds continue to earn interest until they mature. Their interest rate fluctuates with the market, with a guaranteed minimum rate of 6 percent.

Burton says, "You could probably find another investment with a better interest rate, but you don't have to worry about Bonds. You know the money will be there, not like some other investments. It's simple and painless, you never feel it once you start."

GSU's 1989 U. S. Savings Bond campaign will begin in April, with canvassers in each division. Also, you may enroll in the Payroll Savings Plan by calling the Payroll Department at 733-4773.

Barbara Broussard



Phil LaLonde
Division Substation
Operator
Port Arthur

Robert Adams



Steve Burton
Manager-
Accounting,
Budgeting and
Control
Beaumont

Wilma Shaw



Billy Mitchell
T & D Apprentice
Beaumont

Robert Adams



Yvonne Kennedy
Senior Billing Clerk
Beaumont

Darlene Rutherford



Tommie Haley
T & D Meterman
1st Class
Conroe

Joe Reine



Mark Bailey
Substation
Mechanic-1st Class
Baton Rouge

Robert Adams



Jim Johnson
Manager-Materials
Management
Beaumont

MARKETING

"We will win or lose together ...

story and photos by Scott Harper

"We're going to take control of our future with a very aggressive marketing program," says Jim Moss, vice president-marketing. "We are not going to sit on our hands."

That's the marketing message for 1989 — aggressive marketing to help bring the company back to profitability. At a recent residential/commercial marketing conference, Dr. Linn Draper, GSU chairman and president, said an aggressive marketing program is Gulf States' "pathway to economic well-being."

Dwayne Breaux, serviceman, Baton Rouge, says, "Everyone should consider themselves a part of the marketing team, whether they're cashiers or linemen. We all have opportunities to reach the community in a very positive way. This includes excellent service, too."

"We, the employees, make the company," says Kutay Mahoney, customer contact clerk, Baton Rouge. "You can run all the ads you want, but people-to-people, eye-to-eye contact is the best marketing you can use."

James Hignett, lineman 1st class, Silsbee, says, "I think it's a good idea that everybody is getting involved with marketing. There's nothing to it. We talk to people all the time."

George Schneider, meter reader, Beaumont, says, "Marketing should be a part of all our jobs. Whatever we can do to sell more

electricity will help us all."

"Marketing has gone through a period of restructuring to achieve a total corporate marketing effort," says Moss. "Our people are now organized in teams around economic development and target market segments such as residential, commercial, industrial, government, wholesale, off-system sales, and low and fixed income customers."

"We were previously organized along regional lines," says Ken Sandberg, industrial accounts manager-Texas. "Now we're organized along product lines. This specialization allows us to better know the customer and their needs. We want to know how we can become better partners with our industrial customers."

The new strategy has brought change to the Marketing organizational chart.

"In the traditional organizational pyramid, response to customer need is slow," says Don Hamilton, manager-industrial services and cogeneration. "We've changed the way we look and have become a more responsive organization. We have 500,000 bosses — our customers."

Sandberg says the flat-layered and responsive management style has provided latitude to work with whomever is needed. "It puts the right people in the right spot," says Sandberg.

Hamilton and Sandberg both point out the flat organizational and target market approach is not a new idea.

ALL GSU PEOPLE 1988 MARKETING ACCOMPLISHMENTS

Overall Sales Up	2.2%
Residential Sales Up	1.9%
Industrial Sales Up	2.2%
Commercial Sales Up	2.3%
Economic Development resulted in 2,886 new jobs.	
68MW of gross industrial sales	
32 communities enrolled in the "Team City" program	
6,050 security and flood lights sold	
21,300 contacts made to senior adults to relocate to our service area.	

... we plan



"This is not an original idea," says Sandberg. "We're emulating the marketing strategy of other large companies who appear to be doing the best job."

So why does GSU need a new marketing strategy?

"Our restructuring is in response to national and global changes," says Randy Helmick, industrial accounts manager-Louisiana. "The United States is no longer the only leader in technology. We are in a highly competitive world market which has led to a different environment for our customers and us."

John Zemanek, operating superintendent-Baton Rouge, points out, "the quality of service to customers is vital if we are to keep their business and grow."

"We are facing very serious competition with gas distribution, cogeneration and other utilities," adds Moss.

Competition is in the residential arena as well. George Irvin, manager-commercial and residential marketing, says " 'smart houses' that feature central generation systems are not far away."

"We're facing competition from all areas," says Sandberg. "Our industrial customers have demonstrated they can build their own power plants. We're also competing now for cities we have historically served on a wholesale basis."

John Conley, Western Division vice president and Malcolm

Williams, manager-business development, agree GSU faces three levels of competition from an economic development standpoint.

"First, we compete nationally with other utilities to locate business here," says Williams. "If they decide on the south, then we compete with the other southern states. If they decide on Texas or specifically Southeast Texas, then we compete with areas not within our service area."

Irvin puts competition into perspective. "This is not a Marketing Department problem. It is an opportunity for all GSU people."

Realizing this, Marketing stresses that everyone in the company is a part of the marketing program.

"There are 12,000 to 15,000 customer contacts made each day," says Irvin. "Imagine if every one of those contacts were handled in a way that left the customer with a good feeling about GSU."

"The employee/customer contact, whoever that employee may be, is the single most important ingredient to a successful marketing program."

Ron McKenzie, Port Arthur division vice president, says he is very pleased Port Arthur division people are able to turn up leads and make sales even with a slow economy.

Other employees comment on the importance of customer contact.

"We're all part of the team," says

Sue Williams, supervisor-customer services, Port Arthur. "We have electricity to sell. If we do, we all win."

Greg Shepard, marketing supervisor, Beaumont, says, "It's very important that all employees realize they are ambassadors of GSU on and off the job, whether it's in their job title or not."

"Marketing is everybody's job," says Charles Decuir, supervisor-customer services, Conroe. "Five thousand people promoting our product is much better than 100 folks. It makes good sense to reach those people and sell electricity."

Virgil Fusilier, marketing supervisor, Lake Charles, says, "By involving everybody, we multiply the number of contacts we can make. I think this is growing into a companywide thing — to have all contacts promote the use of our product."

By reorganizing and redefining strategy, Marketing has prepared for the future.

"If we are not prepared to be responsive to our customers' changing needs, we are not going to be prepared," says Sandberg. "Utilities that have positioned themselves for competition will be the ones to survive."

Moss agrees and reiterates the companywide attitude. "Marketing is the whole company. We will win or lose together and we plan to win."

EDITOR'S NOTE:

This story was written before George Irvin's untimely death on March 29, 1989. George had great faith in GSU people and believed they could meet any challenge. He will be missed. *Plain Talks* expresses sincere sympathy to the family and publishes this story in his memory.

to win."

International broadcast features Edison Plaza Museum

story & photos by Scott Harper

"When you toast your toast and you roast your roast, it is I who makes 'em hot. I'm in your TV set with every show you get 'cause I'm Reddy Kilowatt," sang a group of second graders at the close of a routine Edison Plaza Museum tour. But this time, the tour wasn't so routine.

Part of the tour was taped for an Edison Plaza Museum feature story broadcast on "Voice of America" (VOA), the global radio network of the United States Information Agency.

"I wrote 'Voice of America' and asked them to consider doing a broadcast from the museum on Feb. 11, Edison's birthday," says Jill Street, museum curator, Beaumont. "They said they couldn't be here physically but would like to do a feature story on the museum."

VOA went on the air in 1942, 79 days after the attack on Pearl Harbor. Today, VOA is broadcast throughout the world in 43 languages on shortwave radio.

VOA contacted Margie Wallace, news director for public radio station KVLU in Beaumont, to do the story. "They (VOA) told me who to talk to, what sound effects to get and where to go," says Wallace.

According to Wallace, VOA wanted quotes from children viewing the museum included in the story. Wallace was able to accompany a group of second graders from Beaumont on a tour of the museum.

"The schedule was perfect," says Wallace. "When I called Jill (Street), there was a tour scheduled for that week. There was no other tour booked for two weeks which would have been too late for the

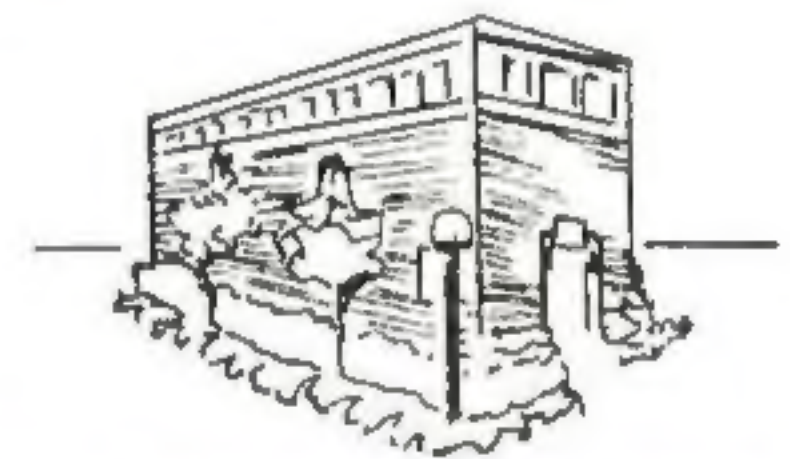
story deadline."

Street got the idea of contacting VOA from a British citizen who visited the museum.

"He told me about 'Voice of America' and gave me the address," says Street. "He's a real Edison buff. He's sent us several artifacts such as copies of Edison patents, stamps, switches, cable and books.

"He chose four museums to see while in America and we were one of them."

The Edison Plaza Museum feature was aired in Beaumont on KVLU Feb. 8 and was broadcast internationally over VOA on Feb. 10.



Above, Wallace records Street's comments about the movie projector. Top right, the children ask questions about Edison's phonograph machine. Right, Street leads the second graders in the "Reddy Kilowatt Song."



LIFESTYLES FOR HEALTH

Eating for a healthy heart

Along with lifestyle changes, like quitting smoking and exercising regularly, you can reduce your risk of heart disease by making simple changes in your dietary habits. Understanding how certain food substances—like saturated fats and cholesterol—affect blood “fats” and heart health, can help you modify your diet and eat for a healthy heart.

Lipids—Blood “Fats”

When the fat levels in a person's blood rise excessively, he or she is at risk for developing coronary artery disease. Two kinds of fat that are closely watched are cholesterol and triglycerides. Cholesterol and triglycerides are found in the blood in a complex substance known as lipoproteins. Lipo means fat, so a lipoprotein is a combination of fat and protein.

“Good” and “Bad” Cholesterol

Lipoproteins that have small amounts

of cholesterol and other fats and large amounts of protein are called High Density Lipoprotein or HDL. Studies have shown that HDL, the “good” cholesterol actually removes cholesterol from arterial walls.

Lipoproteins that contain large amounts of cholesterol and other fats and a small amount of protein are called Low Density Lipoproteins or LDL. LDL, the “bad” cholesterol causes fatty deposits called plaque on arterial walls that results in decreased blood flow (and oxygen) to the heart.


Foods that Affect Lipids

Research has shown that foods can affect your blood lipid levels. Since there are several kinds of fats in food, you can design an eating pattern to reduce those kinds of fat that raise blood lipids and to increase your use of those fats that lower blood lipid levels. Keep in mind that your *total* fat intake should not exceed 30% of your daily calories.

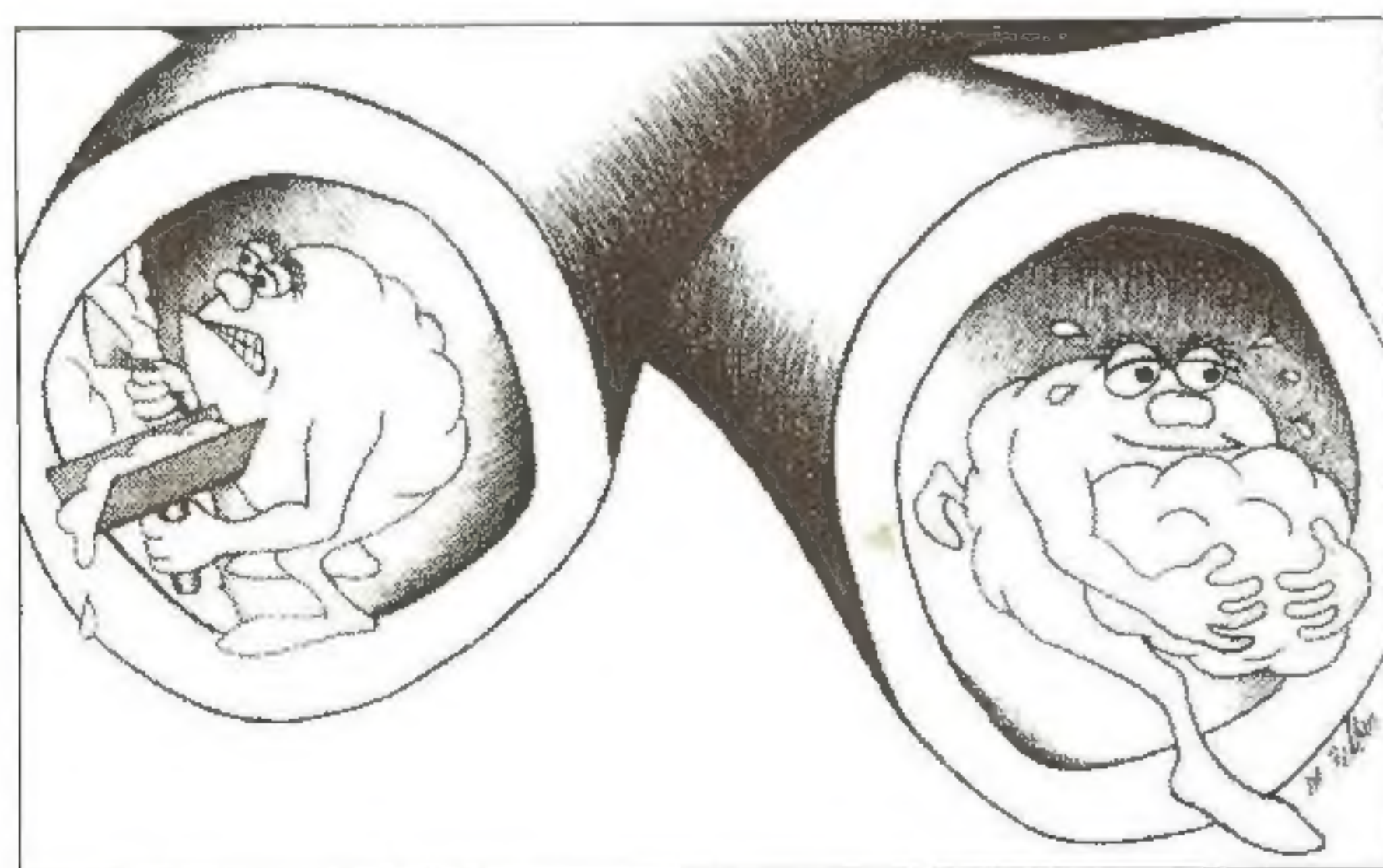
Saturated fats tend to increase blood lipids and are found mostly in animal products. These fats remain solid at room temperature. Two vegetable oils, palm and coconut oil, are also high in saturated fats. Try to limit whole milk dairy products, butter, eggs and added fats like oil and mayonnaise.

Polyunsaturated fats tend to reduce blood lipid levels and are found mostly in vegetable products. These fats remain liquid at room temperature. Try to substitute polyunsaturated fats for the saturated fats you'll be eliminating. Use safflower oil, soy, corn, canola and sunflower seed oils.

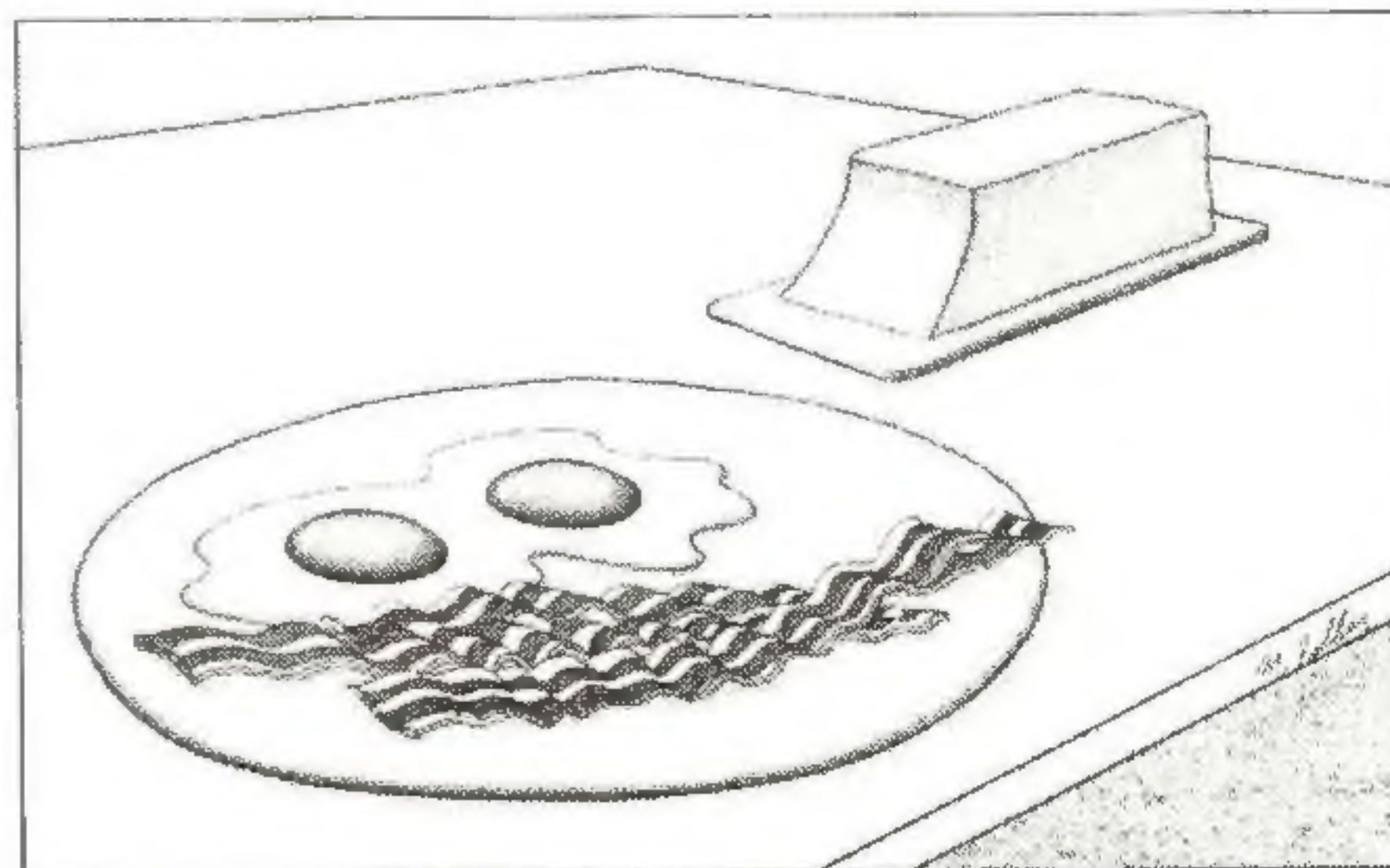
Cholesterol is a fat-like substance found only in animal products.

Most Americans consume 400-450 mg of cholesterol per day. Common sources include lean and fat meat, poultry and butterfat. Cholesterol is high in egg yolks, liver and other organ meats. The average, healthy person should try to eat no more than 300 mg of cholesterol daily. 

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LDL deposits cholesterol on arterial walls while HDL transports cholesterol out of the arteries.



Limiting your intake of saturated fat and dietary cholesterol can help reduce your risk of heart disease.

Holstead speaks at Miami meeting

Rose Holstead, senior purchasing agent, Beaumont, presented a paper in February at the Second International Conference on Productivity Research at the University of Miami in Florida.

Holstead presented "Self-Assessed Technical, Human and Conceptual Management Development and Training Needs: An Industry Specific Survey," an edited version of the thesis she wrote for her MBA degree.

Holstead's paper examined self-assessed technical, human and conceptual skills development and learning needs of lower-, middle- and top-level managers at Edison Plaza. Her study was a replication of an earlier work done in the northeastern part of the country.

She based her research on the Robert Katz theory that out of technical, human and conceptual skills, lower-level managers need more technical training; middle-managers need more human skills training; and upper-level managers need more conceptual training.

Scott Harper



Holstead reviews overhead charts used in her presentation.

"Early in the project, I became acutely aware that skill development learning needs vary more by individual than by management level," states Holstead.

Based on a random sample, she found no direct relationship between management level and learning needs. Instead, lower-level managers reported the greatest need for technical skills; middle-level managers, conceptual skills; and top-level managers,

human skills. Males indicated a significantly greater need for human skills, while females reported a greater need for technical skills. Perceived training needs also varied by level of education.

Holstead's paper was one of 61 selected by a blind review committee to be bound into a book.

"It was exciting being accepted as a presenter, but having the paper selected for the book was an additional honor," she states.



River Bend Employee Club Board of Directors at softball field kneeling left to right — Bill Wicher, Gene Daniels, Tom Roark and Oscar Robertson. Standing left to right — Lynn Vairin, Conrad Redding, Michele Cornell and Ed DeWeese.

Employee Club builds softball field

The River Bend Employee Club has constructed a new softball field near the plant on GSU property. All funds required for construction were supplied by the River Bend Employee Club and the labor was supplied by employee volunteers working on weekends or after work.

All employees of River Bend Station become members of the employee club. The club is managed by a board of directors who are elected by the various onsite departments.

Marketing award presented in Baton Rouge

The Baton Rouge Division Marketing Department presented the 1988 Top Gun Marketing Award to the Baton Rouge Division vice president and superintendents at a meeting Feb. 9.

The division reached 159 percent of their goal of raising \$475,000 in new revenue from commercial and residential customers during the calendar year. As a result, the company's revenue in the division from these marketing efforts was increased by over \$775,000.

Revenue-producing items targeted by the Marketing Department include commercial and residential heat pumps, heat pump water heaters, all-electric dwellings and area lighting.

Baton Rouge Division reflected the corporate commitment to



Left to right — Tom McBryde, gas; Wayne Hiter, marketing; Charles Coleman, Zachary; John Zemanek, operations; Huey Stafford, Denham Springs; Fred Eubanks, operations; Walt Wright, Port Allen; Van Hereford, accounting; Watkins; and Al "Bully" Dragg, Gonzales.

marketing by involving non-marketing personnel in marketing efforts. Employees were separated into teams, with each team given individual goals based on the number of customers served and customer contacts.

One team, the Government Street Service Center, succeeded in leasing 760 percent more security

lights in 1988 than in 1987.

"We initiated the employee salesmanship program last year and the results were outstanding," says Wayne Hiter, Baton Rouge marketing superintendent. "For example, 2,017 security lights were leased in 1988, representing \$226,000 in new revenue. That's a success story."

Plunkett, Cadwallader present papers

Two GSU River Bend employees presented papers at the American Nuclear Society's annual meeting held in San Diego, Calif. Approximately 1,200 people attended.

Tom Plunkett, plant manager, presented a paper on "Scram Prevention Techniques at River Bend Station." Techniques used at River Bend include personnel training, a scram prevention evaluation checklist, assigning a licensed senior plant management individual and an additional operations supervisor to each shift during start-ups, scheduling surveillance test procedures to prevent accidental scrams, communicating scram prevention goals to each employee and addressing unplanned scrams in annual performance ratings, highlighting high-worth control rods, adding time delays to certain component trip signals to prevent trips



Cadwallader and Plunkett.

from spurious signals and backfitting reflash capability for those annunciators that provide a common alarm for a number of local alarms. At the completion of the start-up program, River Bend had the second lowest number of scrams of any boiling water reactor online since Three Mile Island.

John Cadwallader, supervisor-emergency planning, presented a paper on "Comparisons and Contrasts between Nuclear Facility and All Hazards Emergency Planning." Cadwallader's paper identified the primary components of all emergency response plans as being the

concept of operations planning, implementing procedures, defined response organization, dedicated facilities and equipment, and training and drill programs. The paper stressed the 1984 Union Carbide accident in Bhopal, India, had an impact on hazardous material emergency response planning much like the 1979 Three Mile Island accident had on nuclear power plant planning. It went on to highlight the similarities and differences between nuclear and non-nuclear emergency plans and their implementation.

PLAIN TALKS

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Beaumont, Texas 77704

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JUST SAY NO.

America is hooked on foreign oil. Today, we import almost 40 percent of the oil we use — even more than in 1973, when the Arab embargo plunged us into gas lines, rationing, and recession.

The more we can use nuclear energy, instead of imported oil, to generate electricity, the less we have to depend on foreign nations.

The 110 nuclear plants in the U.S. have cut our foreign oil dependence by over three billion barrels since 1973. And they have cut foreign oil payments by over one hundred billion dollars.

But 110 nuclear plants will not be enough to meet our growing electricity demand. More plants are needed.

To help kick the foreign oil

habit, we need to rely more on our own energy sources, like nuclear energy.

For a free booklet on nuclear energy, write to the U.S. Council for Energy Awareness, P. O. Box 66103, Dept. SN04, Washington, D.C. 20035.

U.S. COUNCIL FOR ENERGY AWARENESS

Nuclear energy means more energy independence.